

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **Phoenix Blues Society**
Project Dir.: William Mitchell
Phone: (602) 252-0599
FAX:
E-Mail: info@phoenixblues.org
Website: phoenixblues.org

Application Number: **158-05**

Category: **MUSIC**

Project Title: 2004-2005 Blues Festival Series

Address: P. O. Box 36874 , Phoenix, AZ 85067
County: Maricopa

Discipline: 02
Project Discipline: 02
Activity Type: 05
Legislative Dist: 017
Congressional Dist: 005

Authorizing Official: William Mitchell

Applied Last Year: ☐ Yes

REQUEST

Total ACA Grant Requested: \$3,500

Grant Amount Recommended: \$2,800

Previous Years Funded: ☒ FY2004
☒ FY2003
☒ FY2002

Rank: M

Other applications from this organization:

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☐ Other:
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Phoenix Blues Society, 158-05, 2004-2005 Blues Festival Series

Strengths:

J - Well written application.
Have a track record.
Mission supports project.
Education and outreach.
Awards. A variety of styles.
A variety of time periods.
Context provided.
Present really mature artists.
Headliners and locals.
Local artists benefiting from incoming artists.
Showcase younger generation of African-Americans keeping blues alive in disadvantaged neighborhoods.
Strong marketing process and evaluation.
Online responses good idea that fits this audience.
School outreach program good.
History shows they have it together.

Weaknesses:

J - Concerned about lack of nationally recognized artists unconfirmed as yet.
Looking at sizeable increase in ticket sales without artists yet listed.
Needed more info. about workshops/outreach in disadvantaged neighborhoods.

Applicant Name: Phoenix Blues Society
Contact Person: Bill Mitchell **Phone Number:** (602) 252-0599
Project Title: Phoenix Blues Society 2004-2005 Blues Festival Series
Begin Date: August 2004 **End Date:** February 2005
Project Summary: This project encompasses two separate blues events to be presented by the Phoenix Blues Society, in varying formats designed to reach diverse segments of the general population.

Artistic Quality and Creativity of the Project:

The Phoenix Blues Society is dedicated to the preservation and presentation of the American Blues tradition. The grant would be used to pay a portion of the musicians' fees for above programs. These programs support the long-term direction of the Phoenix Blues Society in presenting programs that educate attendees in the blues, a truly American art form. The programs will attempt to capitalize on the extra interest in blues music generated by last year's national "Year of the Blues" initiative, as designated by the United States Congress.

The Phoenix Blues Society's 2004-2005 Blues Festival Series will consist of two events.

The first event, to be held at an indoor venue in August 2004, will be a special program entitled "Back Porch Blues." This program will be similar to Phoenix Blues Society events presented in previous years featuring a variety of traditional blues styles in an informal concert setting. Past events in this series have focused on presenting historically-significant artists from the early days of blues. The 2004 program will continue this very successful tradition by presenting in concert one of the great legendary historical blues artists still performing. Past performers at this event have included pioneers of the Mississippi Delta blues Robert Jr. Lockwood, David "Honeyboy" Edwards, and Henry Townsend. Last year's event featured Cephas & Wiggins, an East Coast duo credited with preserving the Piedmont style of blues. A variety of styles, such as Mississippi Delta, Chicago, and Texas blues will be presented by both the headline artist(s) and local Arizona acts. "Back Porch Blues" has traditionally been one of the Phoenix Blues Society's most popular events, and the one most requested from our members.

The second event will be our 14th annual blues festival, "Blues Blast 2005," to be held again at the Mesa Amphitheatre on February 20, 2005 in conjunction with the City of Mesa and the Mesa Arts Center. This annual event will present at least three nationally known and influential recording artists, representing a variety of blues styles, in the Sunday afternoon festival. The show will also serve the purpose of presenting Arizona blues acts to a wider audience, with three local acts included on the show.

Due to the length of time until the programs covered by this grant occur, we are unable to provide a list of performers for these events. Artists will be selected for the programs based on their status as national performers or for their contributions to the Arizona blues traditions. In addition, consideration is given to the ability of the artist to communicate the theme of the program to the audience, and for either the influence that they historically have had on the blues genre or their role in keeping the blues traditions alive. The Phoenix Blues Society consults with both local and national blues artists and promoters on an ongoing basis to develop ideas for its programs.

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Applicant Name: Phoenix Blues Society
Project Title: Phoenix Blues Society 2004-2005 Blues Festival Series

Ability of the Project to Serve the Needs of the Community:

The Phoenix Blues Society membership consists of a wide cross-section from all age, social and ethnic groups. The Phoenix Blues Society currently has approximately 500 dues-paying members and 600 associate members subscribing to our free e-mail newsletter, *Blues News Online*. Most of the organization's members reside in the Phoenix metropolitan area, although there are a significant number of members throughout Arizona and the United States. The music we're seeking to preserve and present originated in the African-American community, but now crosses many ethnic boundaries in the interest and appreciation of the music. An ongoing goal of the organization is to continue to bring together diverse audiences at our events. We expect to reach approximately 3,000 people with the programs described in this application.

Our programs are developed with the intention of preserving and documenting past blues traditions, as well as introducing the music to new audiences. This year's programs will be more focused on showcasing the younger generation of African-American artists that are keeping the blues traditions alive within their communities.

Input for this grant application was solicited from our members at monthly membership meetings and through online questionnaires sent via e-mail to our members. We have also consulted with local blues musicians, promoters and educators, and with personnel from the City of Mesa and the Mesa Arts Center. We also increased our communications and interaction with the Blues Foundation, the worldwide organization with which the Phoenix Blues Society is affiliated, and developed an ongoing partnership with King Biscuit Time, a monthly internationally-distributed magazine.

The projects will be promoted through:

- Articles and advertisements in the print media,
- Public service, promotional announcements and paid advertisements on radio and television stations,
- Ads and articles in national blues periodicals,
- E-mail notifications to subscribers of our *Blues News Online* (semi-weekly e-mail newsletter),
- The Phoenix Blues Society Internet web site,
- Listings on festival web sites,
- Other blues societies throughout the United States,
- Promotion by the sponsoring city agencies.

A new program in 2004 will involve including organizations that provide music education for children and young adults, especially those living in disadvantaged neighborhoods. An example of this type of organization is Quick's Academy of Music, an organization that provides musical equipment and instruction for young people in South Phoenix.

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Managerial/Administrative Ability of the Organization to Complete the Project:

The main architect of the Phoenix Blues Society's programs is President Bill Mitchell. See the attached resume for his arts organization background.

The success of these programs will be judged by the additional interest in blues and its various forms generated by the events. The reaction of the audiences, the makeup of the audiences, and the enthusiasm of the public towards future programs can measure this success.

We also solicit feedback on our programs through on-line polls to our membership, asking questions on a variety of topics related to our programs and the blues scene in general.

The programs' artistic aspects will be measured through random follow-up surveys of attendees and participants. In addition, artists who participate in educational programs are asked to complete a report of their experience in the program, constructive criticisms and suggestions for future programs.

History of the Organization in Presenting or Producing the Arts:

The Phoenix Blues Society is dedicated to the preservation and presentation of the American blues tradition. The Society was incorporated in the state of Arizona as a non-profit organization in May 1989 and was granted tax-exempt status of 501(c)(3) by the U.S. Internal Revenue Service in January 1991.

The goals of the organization are accomplished through:

- distribution of an electronic newsletter via e-mail, covering Phoenix Blues Society events and general blues news from Arizona and around the world,
- publication of a web site identifying the programs presented by the Phoenix Blues Society and supporting the local Phoenix blues scene,
- preservation of the blues traditions for future generations by presenting free programs in area public schools through the ongoing program "Blues In The Schools,"
- presentation of blues artists, both local and national, in night clubs, festivals and other venues, and sponsorship of an annual talent contest, with the winners representing Arizona in the International Blues Challenge in Memphis,
- a new program of organizing Society-sponsored trips to various blues venues to increase the awareness of blues in the community.

Membership is currently at approximately 500 blues enthusiasts from the general community, plus an additional 600 blues enthusiasts that subscribe to the free e-mail newsletter.

We have learned from previous projects that cooperative alliances with other arts organizations and city agencies help considerably in promoting the programs. Past alliances have included the Mesa Arts Center, the City of Mesa, the Mesa Theatre, the City of Phoenix, the Southwest Folk Society, Southwest Musical Arts Foundation, King Biscuit Time, and Jazz In AZ. New alliances will be formed in 2004 to meet our goal of educating children and young adults in the blues.

Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

EXPENSES

Expenses (cash only)

1. Salaried Personnel/Staff
 - a) Administrative # of staff \$
 - b) Artistic # of staff \$
 - c) Technical/Prod # of staff \$
2. Contracted Services
 - a) Artists \$ 14,000
Blues Blast - 11,000
Back Porch Blues - 3,000
 - b) Consultants/Other Experts \$
3. Production Expenses \$ 1,750
Sound & staging - 1,750
4. Space Rental \$ 1,500
Mesa Amphitheatre - 1,500
5. Travel \$ 2,750
Airfares - 1,250
Hotels - 1,500
6. Marketing/Promotion \$ 6,000
Advertising - 6,000
7. Remaining Operating Expenses \$ 2,000
Event Insurance - 1,000
Printing - 1,000
8. Total Cash Expenses \$ 28,000
(Total Items 1 thru 7)

Cash Income

(Revenue + Support)

Revenue (earned income - cash only)

9. Admissions \$ 15,250
Blues Blast - 13,000
Back Porch Blues - 2,250
10. Contracted Services \$
11. Other Revenue \$

Support (contributed income)

12. Corporate Contributions \$ 8,500
13. Foundation Grants \$
14. Other Private Contributions \$

Government Support

- a) Federal \$
- b) Regional \$
- c) State (do not include this request) \$
- d) County \$
- e) City \$ 750

- Total Government Support \$ 750
16. Applicant Cash \$
 17. Cash Income Without Grant \$ 24,500
(Total items 9 thru 16)
 18. Grant Amount Request \$ 3500
 19. Total Cash Income \$ 28,000
(Total Items 17 and 18)

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME

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